NEW PRODUCT INFORMATION

First Order Date: 16-Mar-98 Page: 004 Ref: R167

PRE-BOOK / PROMOTIONAL

LOCAL MARKET INFO			Shipping Unit:	DSPLY/20 deals	Deal
Supplier: McLane			**Estimated Cost		
Suggested Order Qty: 1 (DSPLY/20 deals)			Suggested Retail		
Last Order Date: 03/27/98			GP$ / GP%		
Seasonal/In & Out: PreBook			*Cost may vary due to different freight brackets.		

UPC	SLIN	McL UIN	DESCRIPTION & SIZE		Core	X	Optional
0 12300 41865	121237-2	846774	DORAL Buy 1 Pack Get 1 Pack Free Display 20 presleeved deals in display pack (Greater Midwest-Michigan ONLY, Chesapeake-Washington Metro & Maryland ONLY,Northeast, Northwest, Southwest-California and Nevada Only)				
Other Pack Size Available:							

PRODUCT INFORMATION	MARKETING SUPPORT
Mfg: RJ Reynolds	* 20 presleeved deals of 1 full revenue pack and 1 free pack
Category: Black & White/Private	* Scannable (Sleeve) UPC - 0 12300 23797
Sub Category: Regular Full Flavor	* Orderable (Display) UPC - 0 12300 41865
PSA: 120101 PMA: 60	* MUST BE AN RJ REYNOLDS "PARTNER" TO ORDER

DORAL BUY1GET1 FREE DSPLY
ORDER 1 = DSPLY/20 deals

846774

Pre-Book

PREBOOK	
SURVEY ITEM :	#464
Order From :	03/16/98
Order To:	With your regular order on or before: 03/27/98
Ship Week Of :	06/15/98

121237

121237

CONSUMER INFORMATION												OTHER COMMENTS:
	Asian	X	Gender: Both		Age Group: 21+							* MUST BE AN RJ REYNOLDS PARTNER TO ORDER
All	Black	X		$40K+	X		Hi					
Stores	Hispanic	X	Income	$25-$40K	X	Kids	Med					
X	White	X		To $25K	X		Low					

Purchase Behavior:	X	Planned	X	Impulse	Customer Usage:	X	Immediate	X	Take-Home

ORDER AND DISPLAY		
Estimated Allowances: (Shown Off-Invoice)		
	From:	To:
	From:	To:
Bill-Back: (Shown on Merchandise Report after rebate received from vendor)		
	From:	To:
	From:	To:

Product Dimensions: W 6.5" L 11" H 12"	Code Life: 12 months		Open	X	Closed
Recommended Location: Back bar/counter/clerk serve area where restricted					
Special Handling (Frozen, Dry, Refrigerated): Dry					

Why you should carry this product:

* Value added to customer at no added cost to the store
* Promotions experience rapid sell through
* Generates multi-pack purchases
* This is a seasonal/in-out item. It may be kept in stock through 03/27/98

51852 7423

Franchisees, as independent contractors, are not required to purchase this product, to purchase it from the vendor noted, or to utilize Southland's suggested retail pricing.

Revised 11/20/96

Source: https://www.industrydocuments.ucsf.edu/docs/msmn0000

NEW PRODUCT INFORMATION

First Order Date: 16-Mar-98 Page: 006 Ref: R169

PRE-BOOK / PROMOTIONAL

LOCAL MARKET INFO			Shipping Unit:	DSPLY/21 deals	Deal
Supplier: McLane			**Estimated Cost		
Suggested Order Qty: 1 (DSPLY/21 deals)			Suggested Retail		
Last Order Date: 03/27/98			GP$ / GP%		
Seasonal/In & Out: PreBook			*Cost may vary due to different freight brackets.		

UPC	SLIN	McL UIN	DESCRIPTION & SIZE	Core	X	Optional
0 12300 41874	121236-4		DORAL Buy 2 Get 1 Free, Display			
Other Pack Size Available:			21 presleeved deals in display pack AND 7 open stock revenue packs			
			(Central except Utah & Kansas City)			

PRODUCT INFORMATION	MARKETING SUPPORT
Mfg: RJ Reynolds	* Display kit will contain 21 presleeved deals of 2 revenue packs and 1 free pack plus 7 regular open stock packs
Category: Black & White/Private	* Scannable (Sleeve) UPC - 0 12300 23851
Sub Category: Regular Full Flavor	* Orderable (Display) UPC - 0 12300 41874
PSA: 120101 PMA: 60	

DORAL BUY2GET1 FREE DSPLY
ORDER 1 = DSPLY/21 deals

1212364

Pre-Book

PREBOOK	
SURVEY ITEM :	#465
Order From :	03/16/98
Order To:	With your regular order on or before: 03/27/98
Ship Week Of :	06/15/98

121236

121236

CONSUMER INFORMATION								OTHER COMMENTS:
All Stores	Asian	X	Gender: Both		Age Group: 21+			* MUST BE AN RJ REYNOLDS "PARTNER" TO ORDER
	Black	X	Income	$40K+	X	Hi		
	Hispanic	X		$25-$40K	X	Kids Med		
X	White	X		To $25K	X	Low		

Purchase Behavior:	X	Planned	X	Impulse	Customer Usage:	X	Immediate	X	Take-Home

ORDER AND DISPLAY

Estimated Allowances: (Shown Off-Invoice)
From: To:
From: To:

Bill-Back: (Shown on Merchandise Report after rebate received from vendor)
From: To:
From: To:

Product Dimensions: W 6.5" L 11" H 12"	Code Life: 12 months		Open	X	Closed
Recommended Location: Back bar/counter/clerk serve area where restricted					
Special Handling (Frozen, Dry, Refrigerated): Dry					

Why you should carry this product:

* Value added to customer at no added cost to the store
* Promotions experience rapid sell through
* Generates multi-pack purchases
* This is a seasonal/in-out item. It may be kept in stock through 03/27/98

51852 7424

Franchisees, as independent contractors, are not required to purchase this product, to purchase it from the vendor noted, or to utilize Southland's suggested retail pricing

Revised 11/20/96

Source: https://www.industrydocuments.ucsf.edu/docs/msmn0000

TRANSMIT CONFIRMATION REPORT

NO.	:	001
RECEIVER	:	13156351171
TRANSMITTER	:	RJ REYNOLDS
DATE	:	MAR 16'98 16:24
DURATION	:	03'51
MODE	:	STD
PAGES	:	07
RESULT	:	OK

51852 7425

Source: https://www.industrydocuments.ucsf.edu/docs/msmp0000